

## APPLICATION FOR PUBLIC ASSEMBLY

### 1. EVENT INFORMATION

Event Name: Hangout Music Festival 2020

Contact Information (Applicant will serve as the sole contact for all correspondence from the City.)

#### Applicant

Name: Reeves Price

Address:

Phone #

Cell #:

Email:

Web Address:

#### Event Organizer

Name: Hangout Music Fest LLC

Address: PO Box 4087  
Gulf Shores, AL 36547

Phone #: 251.828.9288

Cell #: N/A

Email:

#### Purpose

☐ Athletic/Recreation

☐ Outdoor Market

☐ Parade

☒ Concert/Performance

☐ Fitness

☒ Festival/Fair

☐ Social

☐ Demonstration/Rally

☐ Other

#### Event Description

Multi-Genre music festival that takes place over 3 days on the beaches of Gulf Shores featuring international headliner talent, art installations, food and beverage options and sponsorship activations.

Location\* Gulf Shores Public Beach

Address: The Hangout 101 East Beach Blvd.

\*An official letter from owner of property permitting activity MUST accompany application, if not owned by applicant

## Attendance

Anticipated Attendance Total 120,000 Per Day 40,000

## Dates/Times\*

Setup Date/Time April 27, 2020 Dismantle Date/Time May 21, 2020

Event Start Date Thurs, May 15, 2020 Event End Date Sunday, May 18, 2020

### \*\*Event Hours

11:00 AM - 11:00 PM

\*If requesting multiple days please detail each day and time of operation in the Site Plan.

\*\*Please indicate the intended daily event start and end time(s).

Is this an annual event? ☒ Yes ☐ No How many years have you been holding this event?

2020 will be the 11<sup>th</sup> year of The Festival

Event Features (check all that apply and include supporting documentation)

- |   |  |   |
|---|--|---|
| <input checked="" type="checkbox"/> Beverage/Food Vendors | <input checked="" type="checkbox"/> Entertainment          | <input checked="" type="checkbox"/> Animals                     |
| <input checked="" type="checkbox"/> Merchandise Vendors   | <input checked="" type="checkbox"/> Tents/Canopies         | <input checked="" type="checkbox"/> Electrical /Generator Usage |
| <input checked="" type="checkbox"/> Stages/Platforms      | <input checked="" type="checkbox"/> Restrooms              | <input checked="" type="checkbox"/> Fencing/Barricades          |
| <input checked="" type="checkbox"/> Pyrotechnics          | <input checked="" type="checkbox"/> Use of Public Property | <input checked="" type="checkbox"/> Outdoor Cooking             |
| <input checked="" type="checkbox"/> Shuttle Service       | <input checked="" type="checkbox"/> Vehicles on Display    | <input checked="" type="checkbox"/> Inflatables/Bounce Houses   |

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## 2. INSURANCE CERTIFICATE AND ENDORSEMENTS

In addition to completing the application form and paying permit and rental fees (when applicable), the applicant is required to submit an original certificate of insurance showing Commercial General Liability coverage with a minimum of \$1,000,000 combined single limit per occurrence. If automobiles or inflatables will be utilized, the applicant shall obtain a minimum of \$1,000,000 combined single limit coverage per accident, including owned, hired and non-owned automobiles or inflatables. If any alcohol will be served, liquor liability coverage must be obtained and is subject to Alabama's statutory limits. If the applicant has employees, workers' compensation insurance must be obtained and is subject to Alabama's statutory limits. The applicant also agrees to endorse the City of Gulf Shores (City of Gulf Shores, Alabama, Attn: Purchasing Officer, P.O. Box 299, Gulf Shores, AL 36547) as an additional insured on the general liability, auto, and liquor liability policy and to include a copy of each endorsement with the certificate of insurance. Proof of insurance, acceptable to the City, shall be furnished no later than five (5) days preceding the date of the assembly. Failure to provide proof of insurance will automatically revoke permit. Each certificate of insurance shall provide that the insurer must give the City of Gulf Shores at least thirty (30) days' prior written notice of cancellation and termination of the applicant's coverage there under.

### 3. ACKNOWLEDGEMENT AND SIGNATURE

I, the applicant, understand that I am responsible to provide all information necessary to meet the conditions and requirements of the application process and that by providing such information it is no guarantee that my proposed event will be issued a permit by the City of Gulf Shores. I further agree to defend, indemnify and hold the City of Gulf Shores harmless from and against all third party claims, demands, liabilities, losses, damages, suits, judgments, costs, expenses (collectively, "Third Party Claims") and reasonable attorney's fees in any manner arising out of or resulting from bodily injury, sickness, disease or death of any person or persons, or damage to or destruction of tangible property, including the loss of use resulting therefrom, or caused by or occurring during the course of performance of any services provided and to meet all department deadlines including submitting proof of proper insurance, a detailed site map, payment of all departmental fees, and details for any contract services required to make the proposed event safe and successful. I verify that I have read and understand this application and the conditions under which my request will be considered. The risk of promoting an event before the permit is issued is the sole responsibility of the applicant.

Print Name of Applicant

Reeves Price

Signature



Date 1.7.20

#### PERMIT AUTHORIZATION - FOR OFFICIAL USE ONLY

Fire Chief	Date	Fire Department Estimated Cost	\$
		Police Department Estimated Cost	\$
		Public Works Estimated Cost	\$
Fire Marshal	Date	Planning & Zoning Estimated Cost	\$
		Building Department Estimated Cost	\$
		Finance Department Estimated Cost	\$
Chief of Police	Date	City Facility Rentals/Fees	\$
		Total	\$
Public Works Director	Date		
Planning & Zoning Director	Date		
Building Official	Date	Recreation & Cultural Affairs Director	Date
Finance & Admin Director	Date	City Administrator	Date

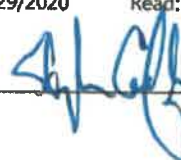
## Emily Tidwell

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**From:** Emily Tidwell  
**Sent:** Wednesday, January 29, 2020 9:59 AM  
**To:** Alicia Talley; Andy Bauer; Bill Cowan; Brandan Franklin; Edward J. Delmore; George Surry; Grant Brown; Hartly Brokenshaw; Jason Woodruff; Josh Coleman; Keith Martin; Layla Andrews; Lee W. Jones; Mark Acreman; Matt Young; Melvin Shepard; Mindy Singleton; Noel Hand; Temple Smith; Wanda Parris  
**Subject:** HOMF Assembly Permit  
**Attachments:** SKM\_C25820012911070.pdf

Tracking:	Recipient	Delivery	Read	Response
	Alicia Talley	Delivered: 1/29/2020 10:00 AM	Read: 1/29/2020 10:01 AM	
	Andy Bauer	Delivered: 1/29/2020 10:00 AM	Read: 1/29/2020 10:40 AM	Approve: 1/29/2020 10:45 AM
	Bill Cowan	Delivered: 1/29/2020 10:00 AM	Read: 1/29/2020 10:22 AM	
	Brandan Franklin	Delivered: 1/29/2020 10:00 AM		Approve: 1/30/2020 8:35 AM
	Edward J. Delmore	Delivered: 1/29/2020 10:00 AM		Approve: 1/29/2020 10:02 AM
	George Surry	Delivered: 1/29/2020 10:00 AM	Read: 1/29/2020 10:43 AM	
	Grant Brown	Delivered: 1/29/2020 10:00 AM		Approve: 1/29/2020 12:16 PM
	Hartly Brokenshaw	Delivered: 1/29/2020 10:00 AM	Read: 1/29/2020 10:01 AM	Approve: 1/29/2020 10:02 AM
	Jason Woodruff	Delivered: 1/29/2020 10:00 AM	Read: 1/29/2020 10:18 AM	
	Josh Coleman	Delivered: 1/29/2020 10:00 AM	Read: 1/29/2020 10:15 AM	
	Keith Martin	Delivered: 1/29/2020 10:00 AM		
	Layla Andrews	Delivered: 1/29/2020 10:00 AM	Read: 1/29/2020 10:04 AM	Approve: 1/29/2020 10:04 AM
	Lee W. Jones	Delivered: 1/29/2020 10:00 AM	Read: 1/30/2020 8:46 AM	Approve: 1/30/2020 8:46 AM
	Mark Acreman	Delivered: 1/29/2020 10:00 AM		
	Matt Young	Delivered: 1/29/2020 10:00 AM	Read: 1/29/2020 10:26 AM	
	Melvin Shepard	Delivered: 1/29/2020 10:00 AM	Read: 1/29/2020 12:27 PM	
	Mindy Singleton	Delivered: 1/29/2020 10:00 AM		
	Noel Hand	Delivered: 1/29/2020 10:00 AM	Read: 1/29/2020 12:39 PM	Approve: 1/30/2020 9:48 AM

City Administrator

 1/30/2020

To: Grant Brown  
From: Reeves Price, Hangout Fest Producer  
Date: January 8, 2020  
RE: 2020 Hangout Music Festival Public Assembly Permit

As required by the City Franchise Agreement, the Hangout Music Festival, LLC is notifying the Gulf Shores City Council of its request for a public assembly permit for the Hangout Music Festival (the "Festival") May 14 - 17, 2020.

#### **FOOTPRINT**

The Festival will take place in and around the Hangout Restaurant, Gulf Shores public beach, surrounding parking lots, and public roadways including portions of Beach Blvd. The festival will use the same footprint as 2019, which highlighted the new Town Green area and greatly improved crowd flow. This year's festival will utilize the parking lot east of the Phoenix All Suites in a much larger way for back of house areas that support the festival and replace the lost square footage due to development. GSPD will continue to have access to their side and underneath of the police beach precinct building at east gulf place as well as six parking spots. When the area where cabanas are to be built in the west city parking lot is turned over to HOMF for construction work, HOMF will fence and / or barricade so as to prevent public safety concerns.

#### **VISION**

Hangout Festival has established itself as one of the most luxurious and premium festival experiences in the world. Under new management the vision will develop to focus on tailoring the programming and experience to better serve the demographics who seek the level of experience that the festival provides and the community within which the festival takes place. Additionally, significant measures are being taken to implement programs that will serve as the benchmark for community engagement and accountability for music festivals that take place in small towns and communities.

#### **FESTIVAL DATES AND HOURS**

- Thursday, May 14, 2020 – 5:00PM - 11:00PM
- Friday, May 15, 2020 – 11:00AM - 11:00PM
- Saturday, May 16, 2020 – 11:00AM - 11:00PM
- Sunday, May 17, 2020 – 11:00AM - 11:00PM

#### **SITE USAGE PERIOD**

- The site usage period will be April 27 - May 21, 2020.

#### **CAPACITY**

We are requesting a capacity of 40,000. Site changes implemented in 2019 improved crowd flow and alleviated congestion during periods of heavy crowd movement. Loss of acreage due to development has been addressed through acquisition of additional property by festival ownership and better usage of the current footprint. The continued growth in hotels and condos in the area, means guests have plenty of options for lodging. A robust shuttle program mitigates pedestrian and vehicle traffic on the roadways and alleviates the challenges due to lack of public parking.

#### **BEACH ACCESS & PARKING**

The beach will be open during festival construction until the week of the actual event. For clarity, the beach will be closed for 10 days (Monday, May 11 – May 21, 2020). Please note that we will be needing

to load-in the Malibu activation on May 7<sup>th</sup>, as we have done in previous years and is reflected on the load-in map. The following parking lots will be open with access to the beach prior to May 11

- Gulf Place
- The East Gulf Place Lot (this was previously closed)

### **LOT CLOSURES**

Vehicles parked in striped areas the day before will have a flyer put under a windshield wiper announcing the closure. The city will also need to post tow-away signage on city streets as has been done in the past.

### **SHUTTLE PROGRAM**

The Festival shuttle program will be operated by TMS, the same vendor as previous years and will follow a similar operational plan. There will be three “lines” in continuous operation of Friday through Sunday (May 15 – 17) starting at 11am and ending 30 minutes after the last act finishes or until the lines are cleared. The event will keep buses close to the Festival for any rapid response needed in case of an evacuation. An overview of the pick-up and drop-off points for each shuttle line is below.

#### *East Line Stop Overview*

- Gulf State Park Pavilion
- Hilton Garden Inn
- Phoenix I – V Condos
- Holiday Inn Express Orange Beach
- Hampton Inn
- Turquoise Place
- Phoenix VI
- The Gulf Restaurant

#### *North Line Stop Overview*

- Pelican Place

#### *West Line Stop Overview*

- Pier 33 Store
- Waves Market
- West 13<sup>th</sup> St (closest to Sanibel Condos)

#### *North Line Stop Overview*

- Pelican Place

#### *Beach Club Stop Overview*

- Beach Club (only Beach Club guests have ability to use this line)

### **ROAD, PARKING LOT CLOSURES**

#### *Monday, April 27*

- Matting will be delivered on the west side of the beach to build a temporary parking lot for the volleyball event.
- Festival will receive the city public works area adjacent to the west city parking lot.
- The west city parking lot will receive some trucks and materials for staging tents.

*Wednesday, April 29*

- Matting installation for beach volleyball begins.
- The west city parking lot will be fenced off and construction of cabana structure begins

*Monday, May 4 - 10*

- Minimal beach impact:
  - Area adjacent to Surf Stage closed to public to allow for construction.
  - Area adjacent to Hangout Stage closed to public to allow for construction.
  - This will not inhibit public usage. The public may walk along the edge of the water in both of these areas.
- Road Closure of East 1st Street between East 1st Avenue and East 2nd Avenue.

*Thursday, May 7*

- 80 x 80 area on beach closed to public for construction of the Malibu Beach House
- Small areas in the VIP Grove will have some tents constructed but this will not impede beach access or inhibit usage of the area.

*Monday, May 11 / Evening Sunday May 10*

- Public beach access closed from Phoenix All Suites going west to Island Winds.
- Gulf Place closed.
- East Gulf Place parking lot closed.
- East 1st street closed (south of Beach Blvd).

*Tuesday, May 12 (overnight)*

- Hwy 59 south of West 1st Avenue and Hwy. 182/Beach Blvd between West 2nd Street and East 2nd Street will be closed to all vehicular and pedestrian traffic.

*Monday, May 18*

- Road Opening 6AM: Hwy 59 and Hwy. 182/Beach Blvd. will temporarily reopen to allow for exiting traffic until 12:00PM. The north side of West Beach Blvd. (East of West 4th Street) will remain closed to Westbound traffic.

*Tuesday, May 19*

- 6:00AM: All normal traffic conditions resume on all roads

*Thursday, May 21*

- All public beach access points will return to normal use.

#### **TRAFFIC CONTROL PLAN**

The City of Gulf Shores will remain responsible for the traffic control plan. HOMF staff and vendors will act to direct traffic to the best of their ability with support from the city police.

Festival staff will work to ensure that Beach Blvd. and Highway 59 are cleared on the morning of Monday, May 18 as described more fully above, to allow tourists and commuters to easily and safely get to their destination.

#### **EVENT TRAFFIC MESSAGE PLAN**

As in prior years, the Festival will coordinate with the City to provide Electronic Road Signs for all phases of the Festival to ensure adequate communication.

- Pre-Festival messaging: lot closures, street closures, and beach access closures.
- During the Festival messaging: special event warnings, detours, vehicle direction, and pedestrian direction.
- Post-Festival messaging: lot closures, street closures, and beach access closures.

#### **NOISE ABATEMENT**

The Festival has contracted a professional sound company to control all noise and vibrations and has implemented the following guidelines into practice, which are consistent to previous years. In 2020 the festival will also be implementing sound limits not to be exceeded on stages.

- Amplified music to be ceased no later than 11:00PM.
- Use of delay towers to reach large crowds without having to amplify volume.
- Two of the sound systems will be pointed South towards the water (Boom Boom Stage and BMI Mermaid Stage).
- The Hangout Stage and Surf Stages will transmit sound East and West.

#### **WASTE MANAGEMENT**

The Festival will contract with a professional waste management company who will be responsible for waste removal and recycling operations. This company will also work in cooperation with the Gulf Shores Public Works department to ensure all waste is removed from the beaches and various properties occupied by the festival each night and immediately post-event. HOMF staff to also support Gulf Shores Public Works on waste removal from areas in close proximity to the festival site that are outside of the festival perimeter.

#### **AMBASSADOR PROGRAM**

In 2020 the festival is creating a new program with the goals of minimizing negative impact to the community and residents by festival attendees and operations. The program will consist of approximately 11 “ambassadors” to be stationed in the areas most directly affected by festival attendees and operations. These ambassadors are to be an extension of the festival operations department and will have the below core responsibilities

- Attempt to deter nuisance behavior by monitoring attendees
- Answer questions from festival attendees and assist them in directing to and entering the festival site swiftly
- Provide information to residents regarding the festival and act as point of contact between residents and festival

#### **PARKING**

The Festival does not offer public parking and most of the Festival staff are local or are staying nearby, so vehicle usage is very limited. The list of parking lots used by the Festival staff (in addition to the parking on East 1st Street for security and runner vehicles) are as follows.

- Lot at East 1st Avenue and East 2nd Street.
- Lot at East 2nd Avenue between East 1st Street and East 2nd Street
- Lot adjacent to Waterville at Gulf Shores Pkwy / Highway 59.
- Surf Style lots in Gulf Shores and Orange Beach.

#### **FREE WATER STATIONS**

The Festival will once again offer free water stations for guests.

#### **FIREWORKS**

HOMF will feature an aerial fireworks show at the conclusion of each day of the festival (Friday, Saturday, Sunday) and will conclude at 11pm.

#### **BEACH ACCESS**

As in prior years, there will be points within the festival that allow controlled access to the water and have been monitored by lifeguards. Those areas are the artist beach, Monster beach, Camp Hangout,



Corona beach and the Super VIP beach. In 2020 we are proposing adding one more location that would be called the Cabana beach that would be situated between the artist beach and Monster beach.

**ATTACHMENTS**

- Public Assembly Permit.
- Load-In/Closure Dates Map.
- Festival footprint map detailing safety, restroom, medical, food and water facilities.
- Public festival map

A safety and security plan will be sent via separate email in accordance with the due date in the City Franchise Agreement and contingent upon the successful conclusion of meetings between the Festival and City Public Safety officials as requested by the City Mayor.

A reimbursement agreement, Certificate of Insurance and final list of performers, sponsors, vendors and exhibitors will be submitted no later than 30 days prior to the Festival. As always, we look forward to working with the city to ensure a successful and safe event. Please do not hesitate to call or email me with any questions.

Best Regards,  
Reeves Price  
VP, Operations  
Winter Circle Productions  
AEG Presents Gulf Coast